

Increasing Community Buy-In: Making the case for underage drinking prevention.

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Are you ready for some FOOTBALL?!



Strategic Prevention Framework



Assessment – What did our community need? What was the problem?

Capacity – Who could address and impact the problem?

Planning – Created a logic model that identified the problem and the desired outcomes.

Implementation - selecting and utilizing strategies that would have the greatest impact as well as those activities to support the strategies.

Modify/change policies; Change Consequences:

Massillon City Schools implemented:

Fan Code of Conduct * Text Line * Tail Gate regulations and monitoring

Reduce access/enhance barriers:

SCADC and partners provided:

Signage * Sports program messages * Social Media

Provide information; Enhance skills; Provide Support

Stark County Safe Communities and SCADC provided:

Start Smart training for community members

Start Smart program for students

Server/Seller trainings

Drive Sober Campaign



Evaluation – were the desired outcomes achieved?

Massillon City Schools

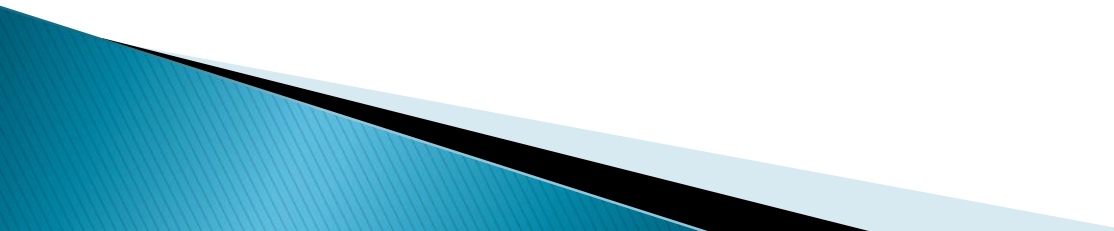
Number and Description of Incidents during rivalry home football game
2012 vs. 2014

Massillon Police Department

Number and Description of game related incidents
2012 vs. 2014

Stark County Anti-Drug Coalition

Environmental Scan
2012 vs. 2014

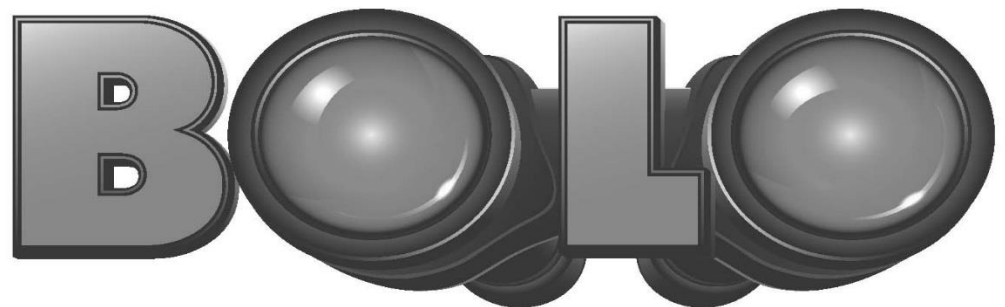


Cultural Competence – respect the traditions and history of the community

- Know the community's level of readiness and awareness
- Recognize the best spokesperson to deliver the message
- Determine best method of delivering the message

Sustainability - What are the plans for long-term maintenance of efforts?

- The sale of tail gate permits to fund security to monitor parking lots
- The BOLO public service announcement has been well received and has been expanded to include other substances, a teen proofing checklist and a community education program. Also in development is a sticker shock program that the youth of the coalition and the Stark County Police Chiefs' Association are partnering on.



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